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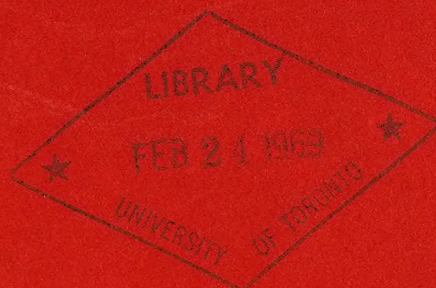
REPORT NO. 32

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TOURIST ESTABLISHMENT OCCUPANCY

JANUARY and JULY, 1968

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REPORT NO. 32

ONTARIO

TOURIST ESTABLISHMENT OCCUPANCY

JANUARY and JULY, 1968

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ONTARIO DEPARTMENT OF TOURISM AND INFORMATION  
Toronto, Ontario January, 1969

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<u>I N D E X</u>	<u>Page</u>
Sampling Method	1
Map of Ontario Vacation Areas	2
Ontario Tourist Establishment Occupancy	3

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Summary Tables

TABLE I

Summary of Tourist Establishment Occupancy by Selected District and Type of Establish- ment, in per cent - <u>January</u> , 1968	6
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TABLE II

Summary of Tourist Establishment Occupancy by Selected District and Type of Establish- ment, in per cent - <u>July</u> , 1968	7
---	---

TABLE III

Average Total Occupancy, by Type of Establishment, January and July, 1968	8
--	---

TABLE IV

Average Total Occupancy, by Type of Establishment and According to the number of rental units of over 30 and under 29, available during January, 1968	9
---	---

TABLE V

Average total Occupancy, by Type of Establishment and According to the Number of Rental Units of Over 30 and Under 29, available during July, 1968	10
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Average Total Occupancy of Tourist  
Establishments, by District

TABLES VI to XXV

Average Total Occupancy of Tourist Establishments

1. By Type of Establishment
2. According to Number of Rental Units  
of Over 30 and Under 29 Available

<u>District 1:</u> Comprised of Vacation Areas:	
No. 1 - Kent Essex	
2 - Lambton - Sarnia	
3 - Central Erie	
4 - Mid-Western	12-13
<u>District 2:</u> Comprised of Vacation Area:	
No. 19 - Grey - Bruce	14-15
<u>District 3:</u> Comprised of Vacation Areas:	
No. 5 - Niagara Iroquoia	16-17
<u>District 4:</u> Comprised of Vacation Areas:	
No. 6 - Metropolitan	
9 - Great Pine Ridge	18-19



<u>District 5:</u>	Comprised of Vacation Areas: No. 7 - Huronia - Lake Simcoe 18 - Muskoka	20-21
<u>District 6:</u>	Comprised of Vacation Areas: No. 8 - Kawartha Lakes 17 - Haliburton	22-23
<u>District 7:</u>	Comprised of Vacation Areas: No. 10 - Bay of Quinte 11 - Hastings - Land O'Lakes 12 - Rideau Lakes - 1000 Islands 13 - Seaway Valley	24-25
<u>District 8:</u>	Comprised of Vacation Areas: No. 14 - Lower Ottawa Valley 15 - Upper Ottawa Valley 16 - Madawaska Valley	26-27
<u>District 9:</u>	Comprised of Vacation Areas: No. 20 - Parry Sound, Amalquin Highlands, Georgian Bay 21 - Algonquin Park 22 - Nipissing 23 - Sudbury 24 - Manitoulin 25 - Algoma 26 - Golden Route - 101 27 - Temiskaming 28 - James Bay Frontier	28-29
<u>District 10:</u>	Comprised of Vacation Areas: No. 29 - Thunder Bay, Upper Lake Superior 30 - Rainy River 31 - Lake of the Woods 32 - Patricia	30-31

### Sampling Method

In order to calculate the occupancy of all types of tourist establishments in Ontario during the months of January and July, 1968 approximately ten per cent of all establishments (hotels, motels, lodges, cottages for rent, cabins for rent, campsites, etc.) in each Vacation Area licensed by the Ontario Department of Tourism and Information and the Liquor License Board of Ontario, were randomly selected according to probability proportional to size.

Additional information concerning the method of sampling may be obtained from Travel Research Branch, Ontario Department of Tourism and Information, 185 Bloor Street East, Toronto 5.

One sampling card (Appendix I) was prepared for each of the selected establishments covering the month of January and another for the month of July by Travel Research Branch, and transmitted to the tourist establishment by the field staff of the Tourist Industry Development Branch. The establishment operators completed the cards at designated intervals and mailed them directly to Travel Research Branch where they were tabulated and analysed.

Basic description of the establishment contacted was given on each card, and in addition, provision was made for three basic data on which the sample was based:

- (a) total number of rental units available
  - (b) number of rental units occupied
  - (c) selected weeks (in rotation)
-



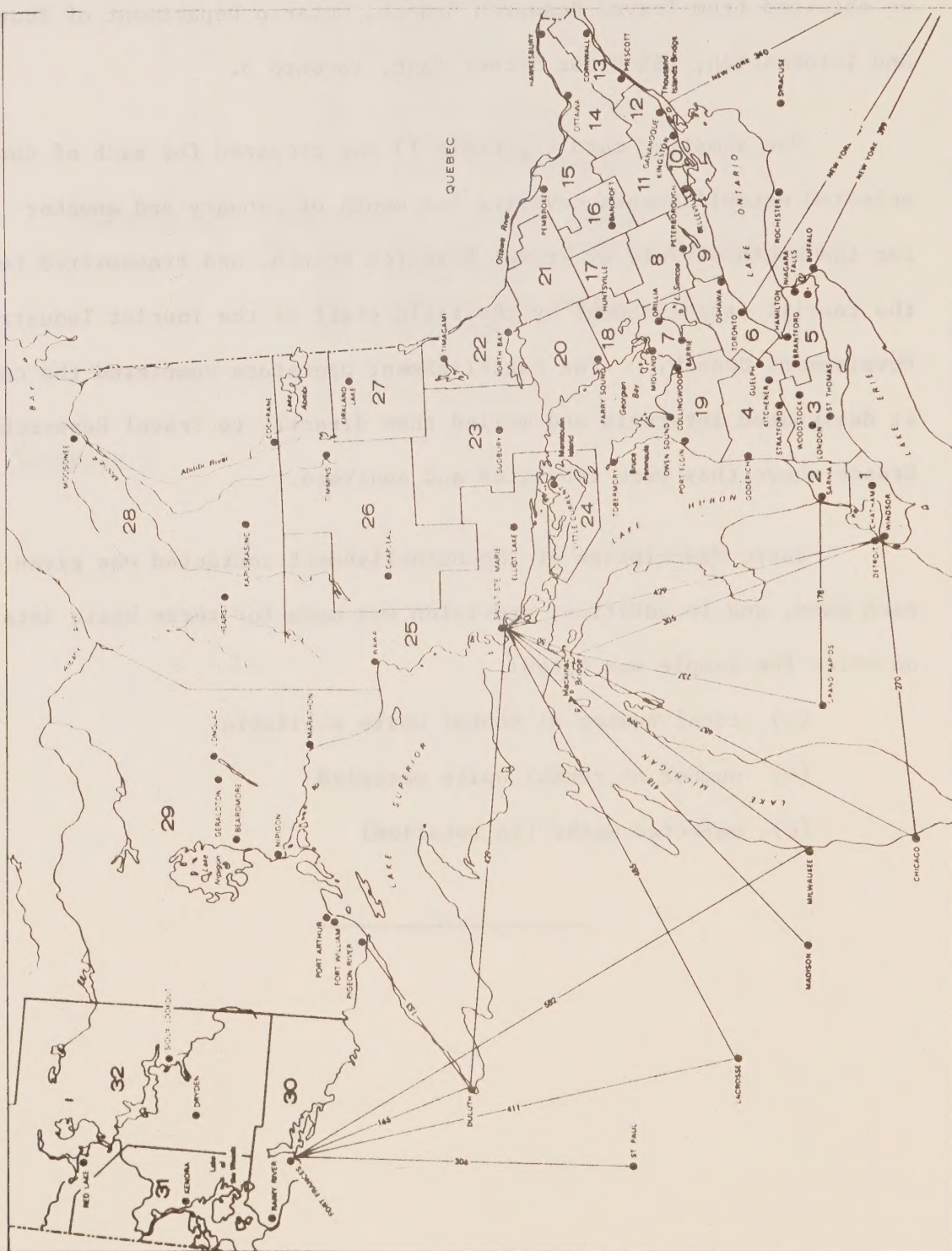
# PROVINCE OF ONTARIO

## Number

## Vacation Area

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.
- 26.
- 27.
- 28.
- 29.
- 30.
- 31.
- 32.

- Kent Essex
- Lambton-Sarnia
- Central Erie
- Mid-Western
- Niagara-Iroquoia
- Metropolitan
- Huron-Lake Simcoe
- Kawartha Lakes
- Great Pine Ridge
- Bay of Quinte
- Hastings and Land O'Lakes
- Rideau Lakes - 1000 Islands
- Seaway Valley
- Lower Ottawa Valley
- Upper Ottawa Valley
- Madawaska Valley
- Highlands of Haliburton
- Muskoka
- Grey-Bruce
- Parry Sound, Amalquin Highlands,  
Georgian Bay
- Algonquin Park
- Nipissing
- Sudbury
- Manitoulin
- Algoma
- Golden Route - 101
- Temiskaming
- James Bay Frontier
- Upper Lake Superior
- Rainy River
- Lake of the Woods
- Patricia





## ONTARIO TOURIST ESTABLISHMENT OCCUPANCY, 1968

To determine if the number of rental units available might influence the occupancy index a more detailed breakdown of establishments by category of 30 or more rental units, and 29 or less rental units, was made in 1968. Results indicated the average occupancy index for each type of establishment for all Ontario tourist establishments was higher for those having 30 or more rental units available.

The sample provided for a wide range of rental units and types or establishments to be tabulated, but not all establishments contacted returned their cards and in some cases the information supplied was incomplete so that actually less than the 10 per cent were processed, thus lessening the validity of the index in some instances.

It is expected an occupancy survey of tourist establishments in Ontario will be undertaken yearly during the months of January and July, changing the establishments to be contacted each year.

The following tables include all occupancy indices, expressed in per cent, for each type of establishment, by Vacation Area, and totals for the province, and where available, comparable figures for 1967.

Tables I and II show the occupancy of all types of tourist establishments in Ontario by Vacation Area, for the months of January and July.

Average total occupancy was the same (46%) for the month of January in each year, but for July, average total occupancy was 66 per cent in 1967 and 68 per cent in 1968. Examination by establishment type revealed that during July, with the exception of hotels and motels, occupancy was higher in 1968 than in 1967, a difference which may be attributed to the impact of EXPO '67. A considerable amount of traffic was generated by this event and a higher usage of motels and hotels, but lodges, cottages, cabins and campsites usually patronized by long-term visitors, were used less extensively, as may be seen in Table III.



Tables IV and V in which all establishments were divided into groups showing (a) those with 30 or more rental units and (b) those with 29 or less rental units, revealed an important factor which could influence policy with regard to tourist establishment development in the future. Indices for these groups of establishments are shown for the month of January in Table IV and for July, in Table V.

Tables VI to XXV refer to the ten districts into which the thirty-two vacation areas were grouped for statistical purposes and to indicate more clearly the variation of establishment occupancies.

Two tables were prepared for each of the ten districts, the first showing occupancy for the month of January, 1968 and for July, 1967 and 1968.

The second table shows the average total occupancy of establishments, broken down into the two groups - 30 or more rental units, and 29 or less rental units. Particularly with reference to hotels and motels, the tendency for higher occupancy in establishments or thirty or more rental units is quite marked.

During 1969, special attention will be given to the study of these two groups of establishments. If the tendency of higher occupancy in establishments of 30 rental units or more is established, it will be deemed advisable to recommend that motels and hotels be constructed in future with a minimum of 30 rental units.

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S U M M A R Y

T A B L E S



SUMMARY OF TOURIST ESTABLISHMENT OCCUPANCY  
BY SELECTED DISTRICT AND TYPE OF ESTABLISHMENT  
IN PERCENT - JANUARY 1968

VACATION AREAS		% RESPONSE	TOTAL	HOTEL	HOTEL	MOTEL	LODGE	COTTAGE	CABIN	CAMPSITE	OTHER
DISTRICT				MOTOR HOTEL LLB	(NOT LLB)						
(1) Kent-Essex		7									
(2) Lambton-Sarnia	(1)	63									
(3) Central Erie		64									
(4) Mid-Western		95	49	51	17	48	n/a	n/a	n/a	n/a	28
(10) Grey-Bruce	(2)	85	47	27	68	55	34	n/a	71	n/a	n/a
(5) Niagara-Iroquoia	(3)	75	34	40	n/a	27	1	n/a	n/a	2	n/a
(6) Metropolitan		68									
(9) Great Pine Ridge	(4)	86	60	62	62	54	0	n/a	n/a	n/a	2
(7) Huronia-Lake Simcoe		88									
(18) Muskoka	(5)	100	39	44	43	42	20	n/a	n/a	n/a	49
(8) Kawartha Lakes		96									
(17) Haliburton	(6)	100	36	41	34	39	3	n/a	n/a	n/a	31
(10) Bay of Quinte		80									
(11) Hastings-Lanark-Lakes		50									
(12) Rideau Lakes-1000 Islands		65									
(13) Seaway Valley	(7)	44	41	45	52	36	n/a	n/a	n/a	n/a	n/a
(14) Lower Ottawa Valley		67									
(15) Upper Ottawa Valley		69									
(16) Madawaska Valley	(8)	50	60	60	94	49	n/a	0	n/a	n/a	68
(20) Barry Sound-Georgian Bay		100									
(21) Algonquin Park		n/a									
(22) Nipissing		100									
(23) Sudbury		100									
(24) Manitoulin		100									
(25) Algoma		75									
(26) Golden Route-101		100									
(27) Timiskaming		100									
(28) James Bay Frontier	(9)	100	38	41	48	27	n/a	100	n/a	0	n/a
(29) Upper Lake Superior		83									
(30) Rainy River		100									
(31) Lake of the Woods		100									
(32) Patricia	(10)	83	34	42	31	16	n/a	n/a	n/a	n/a	60
AVERAGE TOTAL OCCUPANCY - 1968			46	49	59	39	17	n/a	71	n/a	54
AVERAGE TOTAL OCCUPANCY - 1967			46	52		41	8	46	n/a	n/a	24

NOTE: 1968 Sample: 499 Establishments selected in Sample  
388 Correct responses received and tabulated  
78% Correct responses (in percent of selected sample)

1967 Sample: 240 Establishments selected in Sample  
133 Correct responses received and tabulated  
55% Correct responses (in percent of selected sample)



SUMMARY OF TOURIST ESTABLISHMENT OCCUPANCY BY SELECTED DISTRICT  
AND TYPE OF ESTABLISHMENT IN PER CENT - July, 1968

TABLE II

VACATION AREAS	% Response	Total	1	2	3	4	5	6	7	8
			Hotel Motor Hotel LLB	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
(1) Kent-Essex	79									
(2) Lambton-Sarnia	69									
(3) Central Erie	81									
(4) Mid-Western	67									
Average Group Occupancy District (1)		69	61	60	76	31	82	58	99	43
(19) Grey-Bruce	43									
Average Group Occupancy District (2)		71	40	41	83	71	87	95	19	74
(5) Niagara-Iroquois	72									
Average Group Occupancy District (3)		66	64	n/a	70	62	79	59	27	100
(6) Metropolitan	81									
(9) Great Pine Ridge	100									
Average Group Occupancy District (4)		70	67	64	62	62	91	65	97	33
(7) Huronia-Lake Simcoe	84									
(18) Muskoka	97									
Average Group Occupancy District (5)		69	54	28	81	81	81	56	8	64
(8) Kawartha Lakes	99									
(17) Haliburton	100									
Average Group Occupancy District (6)		71	63	42	66	72	88	69	51	51
(10) Bay of Quinte	86									
(11) Hastings-Land O' Lakes	71									
(12) Rideau Lakes-1000 Islands	74									
(13) Seaway Valley	86									
Average Group Occupancy District (7)		72	63	37	71	61	87	76	63	100
(14) Lower Ottawa Valley	64									
(15) Upper Ottawa Valley	64									
(16) Madawaska Valley	62									
Average Group Occupancy District (8)		58	58	35	78	92	81	56	41	61
(20) Parry-Sound Georg. Bay	100									
(21) Algonquin Pk.	86									
(22) Nipissing	88									
(23) Sudbury	83									
(24) Manitoulin	29									
(25) Algoma	9									
(26) Golden Hte-101	78									
(27) Timiskaming	100									
(28) James Bay Frontier	100									
Average Group Occupancy District (9)		70	59	57	74	79	86	25	39	n/a
(29) Upper Lake Superior	79									
(30) Rainy River	64									
(31) Lake of the Woods	67									
(32) Patricia	83									
Average Group Occupancy District (10)		62	66	45	80	37	66	67	59	70
AVERAGE TOTAL OCCUPANCY 1968		68	62	47	73	70	84	60	51	68
AVERAGE TOTAL OCCUPANCY 1967		66	68	54	75	56	74	52	41	56

	1968	1967
Establishments selected in sample	913	957
Correct responses received and tabulated	680	695
Correct responses in per cent of selected sample	74%	73%

AVERAGE TOTAL OCCUPANCY OF ALL ONTARIO TOURIST ESTABLISHMENTS  
BY TYPE OF ESTABLISHMENT FOR JANUARY AND JULY 1967, 1968 - IN PER CENT

Year	Total All Types of Establishments	Hotel		J A N U A R Y					
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
1967	46%	52	-	41	8	46	n/a	n/a	24
1968	46%	49	59	39	17	n/a	71	n/a	54
J U L Y									
1967	66%	68	54	75	56	74	52	41	56
1968	68%	62	47	73	70	84	60	51	68

Establishments selected for sample  
Correct responses received and tabulated  
Correct responses (in per cent of selected sample)



TABLE IV

AVERAGE TOTAL OCCUPANCY OF ALL ONTARIO TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND  
 ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT, JANUARY 1968

	1	2	3	4	5	6	7	8
	Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
1) AVERAGE TOTAL OCCUPANCY 30 or MORE RENTAL UNITS	53	83	43	20	n/a	n/a	0	50
2) AVERAGE TOTAL OCCUPANCY 29 or LESS RENTAL UNITS	40	36	37	15	1	71	2	56

TABLE V

AVERAGE TOTAL OCCUPANCY OF ONTARIO TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT ACCORDING TO  
NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT, JULY 1968

	1	2	3	4	5	6	7	8
	Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
	%	%	%	%	%	%	%	%
1) AVERAGE TOTAL OCCUPANCY 30 or more rental units	65	56	84	81	94	100	54	100
2) AVERAGE TOTAL OCCUPANCY 29 or less rental units	57	40	70	65	84	59	42	63



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AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS

1. BY TYPE OF ESTABLISHMENT
2. ACCORDING TO NUMBER OF RENTAL UNITS  
OF OVER 30 AND UNDER 29, AVAILABLE

DISTRICTS 1 to 10

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TABLE VI

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT  
FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 1 (Kent-Essex, Lambton-Sarnia, Central Erie, Mid-Western)  
IN PER CENT

J A N U A R Y

Year	Total All Types of Establishment	Hotel		Motel	Lodge	Cottage	Cabin	Campsite	Other
		Motor Hotel (LLB)	Hotel (Not LLB)						
1968	49 %	51	17	48	n/a	n/a	n/a	n/a	28

J U L Y

1967	65 %	61	49	73	34	69	28	76	45
1968	69 %	61	60	76	31	82	58	99	43

\* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.



TABLE VII

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO  
NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 1 (Kent-Essex, Lambton-Sarnia, Central Erie, Mid-Western)

JANUARY

	Hotel Motor Hotel (LIB)	Hotel (Not LIB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
Average Total Occupancy 30 or more Rental Units	50%	n/a	58	n/a	n/a	n/a	n/a	n/a
Average Total Occupancy 29 or less Rental Units	51%	17	44	n/a	n/a	n/a	n/a	28

JULY

Average Total Occupancy 30 or more Rental Units	62%	n/a	86	n/a	81	n/a	100	n/a
Average Total Occupancy 29 or Less Rental Units	56%	60	71	31	83	58	93	43

TABLE VIII

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT  
FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 2 (Grey Bruce)  
IN PER CENT

JANUARY

Year	Total All Types of Establishment	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
1968	47%	27	68	55	34	n/a	71	n/a	n/a

JULY

1967	59%	36	59	67	66	69	74	14	17
1968	71%	40	41	83	71	87	95	19	74

\*Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to the other occupancy averages.



TABLE IX

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO  
NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 2 (Grey-Bruce)

JANUARY

	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
Average Total Occupancy 30 or more Rental Units	37%	74	98	34	n/a	n/a	n/a	n/a
Average Total Occupancy 29 or less Rental Units	23%	48	49	29	n/a	71	n/a	n/a

JULY

Average Total Occupancy 30 or more Rental Units	35%	50	n/a	99	n/a	n/a	19	n/a
Average Total Occupancy 29 or less Rental Units	55%	26	83	65	87	95	n/a	74

TABLE X

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT  
FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 3 (Niagara-Iroquoia)  
IN PER CENT

JANUARY

Year	Total All Types of Establishment	Hotel						Cabin	Campsite	Other
		Motor Hotel (LIB)	Hotel (Not LIB)	Motel	Lodge	Cottage				
1968	34 %	40	n/a	27	1	n/a		n/a	2	n/a

JULY

1967	70 %	72	n/a	69	52	85		52	78	66
1968	66 %	64	n/a	70	62	79		59	27	100

\* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.



TABLE XI

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO  
NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 3 (Niagara-Iroquoia)

J A N U A R Y

	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
--	-------------------------------	--------------------	-------	-------	---------	-------	----------	-------

Average Total Occupancy  
30 or more Rental Units

n/a

30

n/a

n/a

n/a

n/a

Average Total Occupancy  
29 or less Rental Units

n/a

25

1

n/a

2

n/a

J U L Y

Average Total Occupancy  
30 or more Rental Units

n/a

81

n/a

n/a

10

100

Average Total Occupancy  
29 or less Rental Units

n/a

63

62

79

59

85

n/a

TABLE XII

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT  
FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 4 (Metropolitan, Great Pine Ridge)  
IN PER CENT

JANUARY

Year	Total All Types of Establishment	Hotel		Motel	Lodge	Cottage	Cabin	Campsite	Other
		Motor Hotel (LLB)	Hotel (Not LLB)						
1968	60 %	62	62	54	0	n/a	n/a	n/a	2

JULY

1967	75 %	75	58	70	-	100	55	70	12
1968	70 %	67	64	62	62	91	65	97	33

\* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.



AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO  
NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 4 (Metropolitan, Great Pine Ridge)

JANUARY

	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
Average Total Occupancy 30 or more Rental Units	62%	98	n/a	n/a	n/a	n/a	n/a	n/a
Average Total Occupancy 29 or less Rental Units	60%	21	54	0	n/a	n/a	n/a	2

JULY

Average Total Occupancy 30 or more Rental Units	68%	71	93	27	n/a	n/a	89	n/a
Average Total Occupancy 29 or less Rental Units	55%	54	59	100	91	65	100	33

TABLE XIV

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT  
FOR JANUARY 1968 and JULY 1967, 1968 - DISTRICT 5 (Huronia-Lake Simcoe, Muskoka)  
IN PER CENT

JANUARY

Year	Total All Types of Establishments	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
------	---	-------------------------------	--------------------	-------	-------	---------	-------	----------	-------

1968	39%	44	43	42	20	n/a	n/a	n/a	49
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JULY

1967	62%	56	n/a	91	64	67	36	10	62
1968	69%	54	28	81	81	81	56	8	64

\* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.

TABLE XV

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO  
NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 5 (Huronia-Lake Simcoe, Muskoka)

J A N U A R Y

	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
Average Total Occupancy 30 or more Rental Units	46%	33	n/a	16	n/a	n/a	n/a	n/a
Average Total Occupancy 29 or less Rental Units	40%	48	42	24	n/a	n/a	n/a	49

J U L Y

Average Total Occupancy 30 or more Rental Units	54%	49	n/a	81	100	100	n/a	n/a
Average Total Occupancy 29 or less Rental Units	54%	5	81	80	79	52	8	64



TABLE XVI

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT  
FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 6 (Kawartha Lakes, Haliburton)  
IN PER CENT

JANUARY

Year	Total All Types of Establishment	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
1968	36%	41	34	39	3	n/a	n/a	n/a	31

JULY

1967	64%	73	29	67	49	75	46	93	9
1968	71%	63	42	66	72	88	69	51	51

\* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.

TABLE XVII

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO  
NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 6 (Kawartha Lakes, Haliburton)

J A N U A R Y

	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
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Average Total Occupancy  
30 or more Rental Units

45%                    n/a                    n/a                    n/a                    n/a                    n/a                    n/a

Average Total Occupancy  
29 or less Rental Units

31

J U L Y

Average Total Occupancy  
30 or more Rental Units

57%                    n/a                    n/a                    92                    n/a                    n/a                    56                    n/a

Average Total Occupancy  
29 or less Rental Units

51

TABLE XVIII

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT  
FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 7 (Bay of Quinte, Hastings-Land O' Lakes, Rideau Lakes, Seaway Valley)  
IN PER CENT

JANUARY

Year	Total All Types of Establishment	Hotel					Cottage	Cabin	Campsite	Other
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge					
1968	41%	45	52	36	n/a	n/a	n/a	n/a	n/a	n/a

JULY

1967	67%	73	50	74	43	70	65	60	79
1968	72%	63	37	71	61	87	76	63	100

\* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.



AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO  
NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 7 (Bay of Quinte, Hastings-Land O'Lakes  
Rideau Lakes, Seaway Valley)

JANUARY

	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
Average Total Occupancy 30 or more Rental Units	44%	n/a	22	n/a	n/a	n/a	n/a	n/a
Average Total Occupancy 29 or less Rental Units	48%	52	43	n/a	n/a	n/a	n/a	n/a

JULY

Average Total Occupancy 30 or more Rental Units	63%	n/a	80	n/a	n/a	n/a	64	n/a
Average Total Occupancy 29 or less Rental Units	62%	37	69	61	87	76	40	100

TABLE XX

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT  
FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 8 (Lower Ottawa Valley, Upper Ottawa Valley, Madawaska Valley)  
IN PER CENT

J A N U A R Y

Year	Total All Types of Establishment	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
1968	60%	60	94	49	n/a	0	n/a	n/a	68
1967	58%	65	89	78	80	66	57	20	79
1968	58%	58	35	78	92	81	56	41	61

J U L Y

\* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO  
NUMBER OF RENTAL UNITS AVAILABLE, IN-PER CENT, JANUARY AND JULY 1968 IN DISTRICT 8 (Lower Ottawa Valley, Upper Ottawa Valley,  
Madawaska Valley)

J A N U A R Y

	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
Average Total Occupancy 30 or more Rental Units	63%	94	45	n/a	n/a	n/a	n/a	50
Average Total Occupancy 29 or less Rental Units	44%	n/a	52	n/a	0	n/a	n/a	87

J U L Y

Average Total Occupancy 30 or more Rental Units	59%	35	80	n/a	n/a	n/a	42	n/a
Average Total Occupancy 29 or less Rental Units	52%	n/a	77	92	81	56	36	61



TABLE XXII

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT  
FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 9 (Parry Sound, Algonquin Park, Nipissing, Sudbury, Manitoulin, Algoma,  
Golden Route-101, Timiskaming, James Bay Frontier)

IN PER CENT

JANUARY

Year	Total All Types of Establishment	Hotel					Other		
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	
1968	38%	41	48	27	n/a	100	n/a	0	n/a

JULY

1967	70%	67	7	77	76	78	80	25	29
1968	70%	59	57	74	79	86	25	39	n/a

\* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO  
NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 9 (Parry Sound, Algonquin Park, Nipissing, Sudbury,  
Manitoulin, Algoma, Golden Route-101, Timiskaming,  
James Bay Frontier)

J A N U A R Y

	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
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Average Total Occupancy  
30 or more Rental Units

49%                      n/a                      45                      n/a                      n/a                      0                      n/a

Average Total Occupancy  
29 or less Rental Units

34%                      48                      15                      n/a                      100                      n/a                      n/a

J U L Y

Average Total Occupancy  
30 or more Rental Units

68%                      n/a                      89                      n/a                      n/a                      n/a                      70                      n/a

Average Total Occupancy  
29 or less Rental Units

53%                      57                      69                      79                      86                      25                      24                      n/a

TABLE XXIV

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT  
FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 10 (Upper Lake Superior, Rainy River, Lake of the Woods, Patricia)  
IN PER CENT

JANUARY

Year	Total All Types of Establishment	Hotel						Other
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	

1968	34%	42	31	16	n/a	n/a	n/a	60
------	-----	----	----	----	-----	-----	-----	----

JULY

1967	62%	66	67	81	35	78	70	43	40
1968	62%	66	45	80	37	66	67	59	70

\* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.



TABLE XXV

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO  
NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 10 (Upper Lake Superior, Rainy River,  
Lake of the Woods, Patricia)

JANUARY

	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
--	-------------------------------	--------------------	-------	-------	---------	-------	----------	-------

Average Total Occupancy  
30 or more Rental Units

50%                      n/a                      49                      n/a                      n/a                      n/a                      n/a

Average Total Occupancy  
29 or less Rental Units

32%                      31                      12                      n/a                      n/a                      n/a                      n/a                      60

JULY

Average Total Occupancy  
30 or more Rental Units

70%                      n/a                      82                      41                      n/a                      n/a                      n/a                      n/a

Average Total Occupancy  
29 or less Rental Units

62%                      45                      80                      37                      66                      67                      59                      70

APPENDIX I

SAMPLING CARD

Number\_\_\_\_\_

Name of Establishment\_\_\_\_\_

Address\_\_\_\_\_

Vacation Area\_\_\_\_\_

**PLEASE INDICATE MAIN TYPE OF ESTABLISHMENT OPERATED:**

Hotel, Motor Hotel  
(L.L.B.)

☐

Cottage

☐

Hotel

☐

Cabin

☐

Motel

☐

Campsite

☐

Resort-Lodge (A.P.)

☐

Other

☐

**PLEASE COMPLETE THE FOLLOWING FOR THE WEEK OF:**

\_\_\_\_\_(Inclusive)

If you have more than one type of rental unit in your establishment,  
please name and give their occupancy separately:

Type of Establish- ment	Units Avail- able	NUMBER OF UNITS OCCUPIED ON:						
		Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Sun.
1								
2								
3								

**Note:** For the purpose of this survey a room is to be considered fully occupied even if being used  
by only 1 person.

**PLEASE RETURN COMPLETED CARD AS SOON AS POSSIBLE AFTER SURVEY DATE. THANK YOU.**









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